

**CONTRACT**

**WOIO**  
 1717 East 12th Street  
 Cleveland, OH 44114  
 (216) 771-1943

And:

**Triad Communications**  
 2006 Fourth Street  
 Cuyahoga Falls, OH 44221-3210

<b>Contract / Revision</b> 843997 /		<b>Alt Order #</b>
<b>Product</b>		
<b>Contract Dates</b> 11/01/12 - 11/05/12		<b>Estimate #</b> 18114
<b>Advertiser</b> Summit County Democratic Party		<b>Original Date / Revision</b> 10/31/12 / 10/31/12
<b>Billing Cycle</b> EOM/EOC	<b>Billing Calendar</b> Broadcast	<b>Cash/Trade</b> Cash
<b>Station</b> WOIO	<b>Account Executive</b> House WOIO/WUAB	<b>Sales Office</b> Cleveland Local
<b>Special Handling</b> Cash In Advance		
<b>Demographic</b> Adults 18+		
<b>IDB#</b>	<b>Advertiser Code</b>	<b>Product Code</b>
<b>Agency Ref</b>		<b>Advertiser Ref</b>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	WOIO	11/01/12	11/02/12	Action News at 11p	11-1135p		:30			NM	2	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/29/12	11/04/12	---TF--				2	\$3,000.00			
N 2	WOIO	11/05/12	11/05/12	Action News at 11p	11-1135p		:30			NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	11/05/12	11/11/12	M-----				1	\$3,000.00			
<b>Totals</b>											3	\$9,000.00

Time Period	# of Spots	Gross Amount	Net Amount
10/29/12 - 11/05/12	3	\$9,000.00	\$7,650.00
<b>Totals</b>	3	\$9,000.00	\$7,650.00

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions.

This station does not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of a particular contract, is hereby rejected.

843997

006/006

## Summit County Democratic Party

Author: Renee Morley



Proposal ID: 18114  
 Schedule Date: 11/02/2012 - 11/06/2012  
 Spot Length(s): :30

Acct. Exec: Renee Morley  
 Phone #: 216-367-7216  
 FAX #: 216-515-7152  
 Email: rmorley@woio.com

Flight Dates: 11/02/2012-11/06/2012

Program Time	SpotLength(s)	NO	NO	DMA HH RTG	DMA P35+ RTG	Wk	Rate
		2	5			s	Spots
<b>WOIO</b>							
ACTION NEWS AT 11	:30	2	1	5.3	4.9	2	\$3,000.00
CPP/CPM				\$566.04	\$612.24		3
Mo-Fr 11:00p-11:35p				Run Dates: 02/05/1995-12/31/2036			
<b>WOIO Totals</b>		2	1				<b>\$9,000.00</b>
				GRP/(000)	15.9		Spts: 3
				CPP/CPM:	\$566.04		\$612.24

Net Cost

\$9,090.00

question. What is this?

## General Summary ( DMA HH D.RTG )

Name	Spot	Cost	Grps	Imp(000)	CPP	CPM	Reach	Freq
WOIO	3	\$9,000.00	15.9	240.9	\$566.04	\$37.36	13.6	1.2

Stephanie Foley